



TPSA Project Holds a Stakeholder Update Conference

The conference brought together leaders, participants, and stakeholders to highlight the TPSA project's achievements to date in four key outcome streams, as well as individual success stories.

On November 21, 2017, the Canada-Indonesia Trade and Private Sector Assistance (TPSA) project held a stakeholder update conference at Le Meridien Hotel in Jakarta. The conference highlighted the accomplishments and outcomes achieved since the start of project activities in early 2015.

As of September 30, 2017, TPSA has delivered 54 workshops, training activities, and learning events. These activities involved 1,363 participants (705 women and 658 men), with several participants benefitting from multiple learning opportunities. The project has involved 18 different units within the Ministry of Trade, seven Indonesian government departments, 89 private-sector SME and business-organization representatives, and four universities and research institutes.

Feedback has been overwhelmingly positive: 98.8 per cent of participants reported that their knowledge has increased and that they are better able to undertake trade and investment analysis.

To enable broader sharing of the knowledge presented via learning activities, TPSA has produced seven reports, eight guides or manuals, nine investment-promotion flyers, 36 sets of training materials, and 36 activity briefs. These materials are all available for download from the TPSA website (www.tpsaproject.com), with most of the materials available in both English and Bahasa Indonesia.



Display of TPSA activities and key outcomes.

The project has also facilitated contact and ongoing communication with several hundred prospective investors and buyers, which is expected to lead to increased exports from Indonesia to Canada and increased investment by Canada in Indonesia.

Conference Opening

The conference began with welcoming remarks by Greg Elms, TPSA Project Field Director, followed by opening remarks by Arlinda, Director General of the National Export Development division of the Ministry of Trade of Indonesia, and Peter MacArthur, Ambassador of Canada to Indonesia.

The remainder of the conference was divided into sessions highlighting achievements in four key outcome streams:

1. improved trade and investment information flows between Indonesia and Canada;



Greg Elms, Peter MacArthur, and Arlinda open the conference.

- 2. enhanced private-sector business linkages between Indonesia and Canada;
- 3. improved understanding of regulations and standards for trade and investment between Indonesia and Canada;
- 4. strengthened analytical skills and knowledge on how to increase trade and investment between Indonesia and Canada.

Improved Information Flows

Mr. Elms began this session by sharing some of the key achievements of the TPSA project in improving information flows on trade and investment between Indonesia and Canada. TPSA produced a guide for Indonesian SMEs on how to export to Canada, which recommends 10 steps Indonesian SMEs should undertake as they prepare to export to Canada and other international markets. Step-by-step guides were also produced specifically for Indonesian coffee, footwear, and apparel exporters. Other documents created to improve export information include *Identifying High-Potential Indonesian Commodities to Export to Canada*, *Enhancing Indonesian Exports to*

Canada, *The Importance of Services in Indonesian Trade*, *How to Prepare Market Intelligence Reports*, and *How to Select SMEs to Participate in Canadian Trade Shows*.

Mr. Elms also noted that, on the investment side, value propositions were produced and webinars held on investment opportunities in Indonesia. TPSA also produced *Guidelines for Handling Investor Enquiries* for the Indonesian Investment Coordinating Board (BKPM).

Lucky Bastanta Tarigan of the International Standardization Division at the Indonesian Ministry of Trade (MoT) spoke about TPSA's contribution to the Indonesia Technical Requirements Information System (INATRIMS). The INATRIMS web page, hosted on the MoT website, provides information for Indonesian exporters on requirements and standards for exporting to Canada.

Enhanced Private-Sector Business Linkages

Representatives from two SMEs supported by TPSA described the targeted advisory services they received to help them develop commercial opportunities in Canada. Mahayana from Arinagata Cooperatives and Henny Setiadi from Venamon Shoes appreciated the hands-on approach adopted by TSPA commodity experts, guiding them from start to finish through the process of showing at trade fairs and meeting with potential buyers.



Panel on achieving enhanced private-sector business linkages.

"Our cooperative had previously attended a coffee trade show, but it was a very different experience from what we experienced with the TPSA project. The TPSA experts prepared us fully. We were trained in coffee promotion, name-card design, and creating an engaging brochure for coffee promotion. We are also trained in how to present our product to prospective buyers in under three minutes, the maximum length of time that buyers will spend with you."

—MAHAYANA
Arinagata Cooperatives



Representatives from two Indonesian business associations then shared their learnings from their meetings with Canadian counterparts and other organizations on a trip to Canada in September 2016. Lilik Setiawan from the Indonesian Textile Association noted that he learned how Canadian business associations help their members succeed in a rapidly changing world. Ida Farida shared how the Indonesian Business Women's Association (IWAPI) was inspired by the amount of support given to women entrepreneurs in Canada, and how incorporating a sustainable business practice model can help businesses become more globally competitive.



Participants listen to conference speakers.

BKPM: identifying the most promising industries for investment, developing value-proposition presentations customized specifically to Canadian interests, identifying a long list of 500 potential investors, and bringing BKPM officials to Canada to meet with the top 24 prospects. Mr. Darmawan noted that, through further TPSA training, BKPM has gained a lot of knowledge on best practices in attracting foreign direct investment.

"The TPSA program has been very beneficial and effective. Venamon has been established for 41 years and, while our late father had exported our products once or twice, we, the second-generation owners, have never engaged in the export market. Participating in the TPSA program has given us the confidence and boost to grow our business and to explore the market outside of Indonesia."

—HENNY SETIADI
Venamon Shoes

To improve SME productivity and competitiveness, TPSA also offered training in the Sustaining Competitive and Responsible Enterprise (SCORE) Resource Efficiency and Cleaner Production Program. Dewi Kulsum, owner of apparel firm Restu Ibu Mandiri, reported on the experience of her company with the SCORE Program offered by TPSA to target SMEs. Ms. Kulsum and her team participated in classroom training modules and personalized consultancy and assessment. She noted that the program had dramatically increased her firm's efficiency, productivity, and sustainability.

Indra Darmawan, Director of International Business Cooperation at BKPM, shared his experiences with TPSA activities aimed at improving Canadian foreign direct investment in Indonesia. He outlined the four steps TPSA undertook in partnership with

"This training has enabled our staff to become more effective in lead generation, developing value propositions, and facilitating investors. Our staff also gained insights from this training on Canadian business practices in order to communicate more effectively and identify investor business strategies, goals, objectives, and needs. The key messages from this training were also incorporated into a guide for handling investor queries. BKPM will incorporate this guide into our internal standard operating procedures."

—INDRA DARMAWAN
BKPM

Improved Understanding of Trade and Investment Regulations and Standards

Recognizing that SMEs are the drivers of poverty reduction and economic growth in Indonesia, the TPSA project worked with the Indonesian government, private-sector organizations, and trade-policy experts to address regulatory constraints



related to Indonesian SME development and access to markets.

Wahyuni Bahar, Head of the Permanent Committee for Multilateral and Free Trade Agreements, Indonesian Chamber of Commerce and Industry (KADIN), highlighted the research and training that TPSA has supported on improving the public-private consultation (PPC) mechanism for free trade agreements. Mr. Bahar noted that Indonesia needs to improve PPC in order to ensure that the government and the private sector are working together to achieve beneficial free trade agreements.

Several speakers from the Ministry of Trade shared their learnings from TPSA training and events intended to improve their capacity to engage in and benefit from trade negotiations. Natasha Agnes Lontoh from the Directorate of Multilateral Negotiation spoke about the advanced WTO trade-negotiation training and how participating in a WTO negotiation simulation allowed her to develop better negotiating strategies.

Dina Kurniasari of the Directorate of ASEAN Cooperation noted that her attendance at the 10th WTO Ministerial Conference in Nairobi in December 2015 helped to deepen her understanding of WTO issues, given that her background is in regional negotiation. She chose to focus on the topic of trade facilitation and attended numerous seminars and side meetings at the conference. She particularly appreciated the opportunity to network with conference attendees from around the globe and to share diverse perspectives on international trade issues.

Bayu Nugroho of the Directorate of Bilateral Negotiation noted that Indonesia is currently conducting over 20 bilateral negotiations with other countries. The TPSA training increased the capacity of directorate officials to set clear negotiating objectives, provide sound technical inputs and trade intelligence to negotiating teams, and coordinate efficiently with other ministries to ensure coherent negotiation positions.

Sri Sapto Bimo Haryana from the Directorate of Trade Defense spoke about the introductory and

advanced workshops on WTO trade remedies and how they have increased his directorate's competency in conducting legal analysis of cases and making strong legal arguments, learning from Canadian best practices, and handling cases in a systematic and structured manner to be more effective. He shared that the direct impact of the workshops was felt in the recent success of Indonesia in stopping an anti-dumping investigation of non-woven fabric by Indian authorities, which was the topic of a case study discussed in the TPSA workshops.

Strengthened analytical skills and knowledge on increasing trade and investment

The TPSA project aims to promote equitable access by women-owned/led SMEs to opportunities for exporting to Canada. Lota Bertulfo, the TPSA's senior gender expert, reported on the results of a gender and trade survey conducted in the coffee, footwear, and apparel sectors to identify the challenges faced by women-owned/operated SMEs in exporting vis-à-vis those of men. Following her presentation, Indonesian gender experts Leya Cattleya and Dati Fatima led a panel of stakeholders in a discussion of the impact of TPSA's gender activities, such as training on free trade agreements that included a module addressing why gender equality is relevant and important in FTA negotiations and why gender-equality clauses should be included in FTAs.

Kasan Muhri, head of the Trade Analysis and Development Agency (TREDA) at the MoT, noted that TPSA trainings and workshops have helped



Panel on TPSA gender activity impacts.



"The differences in men's and women's activities and their relationship to trade are important because men and women have different roles and burdens, which affects their participation. These differences must be addressed in trade, because for trade to lead to equitable and fair national development, it needs to address the problems in every sector faced by both men and women so that, at the end of the day, trade will be useful for all people, regardless of their gender."

—FANNY ASTRIA
 Directorate General of National Export Development,
 Ministry of Trade

TREDA in its role as a research support unit. In particular, he noted that trade remedies and non-tariff trade barriers are increasingly important issues in Indonesia, and that TPSA workshops on these issues have been very beneficial. Aditya Paramita Alhayat, also from TREDA, added that the collaboration between TREDA and TPSA has improved the capacity and knowledge of TREDA staff on a variety of topics, including economic modelling of trade, which TREDA now uses in its forecasts.

Junianto, from the Indonesia Export Training Centre of the MoT, reported on his experience taking the FITTskills international business training offered by TPSA. The eight-module training course was delivered by the Forum for International Trade Training (FITT), whose mission is to build the proficiency of people, businesses, and organizations to access global markets, reduce and manage the risks of integrative trade, and enable profitable competition. Mr. Junianto noted that IETC will use what they



Panel discussion on TPSA internships.



Greg Elms thanks Djatmiko Bris Witjaksono for the ministry's cooperation and support of the TPSA project.

have learned to develop a module for training the SMEs they work with.

The session ended with a panel discussion on the learnings from TPSA internships. To date, TPSA has sponsored eight individuals (seven from the MoT and one from KADIN) on two-month internships at The Conference Board of Canada in Ottawa. Each of the interns described their research project and key findings. The interns have produced four research reports: *Enhancing Indonesia's Exports to Canada*, *The Importance of Services in Indonesian Trade*, *Strengthening Indonesia's Export of Fish and Processed Fish Products to Canada*, and *Public-Private Consultation for Free Trade Agreement Negotiations in Canada and Indonesia*.

Concluding Remarks

The stakeholder update conference was closed by Djatmiko Bris Witjaksono, Director of Export Development Cooperation. He praised the TPSA project and its collaborative and cooperative approach to working with the MoT, and noted that TPSA is "one of the most extensive and comprehensive donor programs and provides valuable, meaningful outcomes."

About the TPSA Project

TPSA is a five-year C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government



agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada,

particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;

- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

For further information, please contact the Project Office in Jakarta, Indonesia:

Mr. Gregory A. Elms, Field Director

Canada–Indonesia Trade and Private Sector Assistance (TPSA) Project

Canada Centre, World Trade Centre 5, 15th Floor
Jl. Jend. Sudirman Kav 29–31 Jakarta 12190,
Indonesia

Phone: +62-21-5296-0376, or 5296-0389

Fax: +62-21-5296-0385

E-mail: greg@tpsaproject.com